

Revitalist Lifestyle and Wellness Provides Update on Clinic Operations and Innovative Service Offerings

VANCOUVER, British Columbia--(BUSINESS WIRE)--August 31, 2021--REVITALIST LIFESTYLE AND WELLNESS LTD. (“Revitalist” or the “Company”) (CSE: CALM) (CSNX: CALM.CN) is pleased to provide a comprehensive update on its clinic operations and expansion plans.

“Revitalist was founded in 2018 with a single clinic and a goal of providing innovative therapy and treatment options to those suffering from mental health and pain related conditions. Today, we have partnered with industry leading media and capital markets advisors to raise CAD\$8,300,000 and expand our footprint to four clinics in four months across two States with three additional clinics expected to open in the Fall of 2021,” stated Revitalist Founder and Chief Executive Officer, Kathryn Walker.

Clinic Operations

- Revitalist first opened in 2018 in Knoxville, Tennessee. This location now serves in the lead role for clinics and operators supporting clients and chief operators in training, support, and development.
- The Company continues executing on its multi-stage strategic clinic roll out strategy and has expanded to five clinics across two U.S States including; Knoxville, TN, Johnson City, TN, Chattanooga, TN, Louisville, KY, and now Raleigh, NC (With an opening date of September 1).
- Revitalist expects to have two additional clinics operational by the end September and October of 2021 with one lease executed and another in final negotiations.

According to a recent industry research report by Stifel GMP, the addressable market opportunity for psychedelic-assisted psychotherapy (“PAP”) clinics is approximately US\$10-11 billion in the United States with a focus on Major Depressive Disorder. This excludes the many additional key neurologic conditions that psychedelics are actively addressing in real time. The Company is well positioned to capitalize on this market opportunity with continued execution of its strategic clinic expansion plan, proven leadership and extensive medical and mental health experts that are specialists in a wide variety of conditions that are directly related to the services they provide.

Revitalist is in a unique position in the fact that each location is supporting the next location in leadership and training. “While the flagship is in Knoxville, Tennessee, we are training our leadership team at each location to support each other by actively engaging various ways to best support our clients and team members,” states Kathryn Walker, “I am the CEO of the next generation of leaders,” continued Walker.

“The scalable actions that are currently taking place by having the corporate headquarters create a waterfall effect maximizing efficacy and limiting cost among every Revitalist location is a strategic and exciting approach. The opportunity to get involved with a project of this size is now,” reports Larry Heinzlmeir, Chief Marketing Officer.

Revitalist continues to maximize their marketing efforts working with one of their strategic partners, Ketamine Media. Ketamine Media's proprietary digital datasets for patient lead generation optimizing targeted geographic locations based on financials, demographics and costs of living allows a strategic approach to every Revitalist location.

Innovative Treatments

Revitalist pairs best in class facilities with Certified Registered Nurse Anesthetists ("CRNAs") by providing innovative, evidence based treatments to help patients with a wide variety of mental health and pain conditions. Treatments include but are not limited to; IV Ketamine Infusions, Ketamine-Assisted Psychotherapy, Spravato/Esketamine, Transcranial Magnetic Stimulation ("TMS"), Medical Infusions, Vitamin Infusions and Solution Based Therapies which are supported by industry leading evidenced based research.

Revitalist aims to provide the most effective treatment options in a variety of ways to best serve clients. "Our society is living in extremely scary times, and the question of trust and advocacy seems to be in small quantities. Revitalist will change this view. The treatments we provide are highly efficacious, and the experts we have in our clinics are not only known as Critical Care Experts, Pain Experts, and Airways Experts; they are also known as caring advocates who have been taught the importance of allowing others to feel heard. Revitalist is patient centric, and will continue to lead with that mentality," reports CEO Kathryn Walker.

The Company has also granted additional 10,000 restricted stock units ("RSU's") to certain officers, directors, and other eligible persons of the Company. The RSU's are, subject to vesting provisions, over a twenty-four-month term.

The Company is also pleased to announce the signing of an agreement with Oil and Gas Corporate Bulletin ("OGIB") for a six-month term contract valued at CAD\$275,000. OGIB will provide digital marketing, publishing, and writing services. OGIB has no interest, direct or indirect, in the Company or its securities, or any right or interest to acquire such an interest.

ABOUT REVITALIST LIFESTYLE AND WELLNESS

Revitalist Lifestyle and Wellness Ltd. is a publicly traded (CSE: CALM) company, headquartered in Knoxville, Tennessee, with four clinics operating across the United States and expanding. Revitalist is dedicated to empowering individuals toward an improved quality of well-being through a combination of comprehensive care and future-centric treatments provided by medical professionals, mental health experts, and chronic pain specialists. Since opening their first clinic in 2018, Revitalist has provided over 7,000 infusions for patients suffering from treatment-resistant conditions. Additionally, Revitalist offers a number of lifestyle optimization services and vitamin infusions that can bring anyone closer to total wellness.

On Behalf of the Board
Kathryn Walker
Chief Executive Officer

For additional information and to be added to the Company's mailing list, please click [here](#).

Forward Looking Statements

This news release contains forward-looking statements and information within the meaning of applicable securities legislation. Often, but not always, forward-looking statements and information can be identified by the use of words such as "plans", "expects" or "does not expect", "is expected", "estimates", "intends", "anticipates" or "does not anticipate", or "believes", or variations of such words and phrases or state that certain actions, events or results "may", "could", "would", "might" or "will" be taken, occur or be achieved. Forward looking statements or information involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of Revitalist to be materially different from any future results, performance or achievements expressed or implied by the forward-looking statements or information contained in this news release.

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